

NEWS RELEASE

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MAGAZINE NAMES HELPER 'TOWN OF THE YEAR'

Salt Lake City –True West Magazine has named Helper, Utah the #1 True Western Town in its January/February 2007 issue. The Carbon County destination was chosen, primarily because it “has preserved its history through older buildings and districts, museums and other institutions, and events.”

“When it comes to preserving and celebrating its heritage, the town of Helper helps itself,” says Bob Boze Bell, executive editor of True West. “Its Western Mining & Railroad Museum is a treasure — and a new facility is under construction this year. The local Historic Preservation Commission was reorganized last year in an effort to redouble efforts to save and maintain older buildings. The community is incredibly involved in these projects — and in getting the word out about Helper. Their enthusiasm is contagious. Helper richly deserves the honor of 2007 True Western Town.”

Kathy Hanna-Smith, director of the Castle Country Travel Region sees this award as regionally beneficial. “Helper is a great gateway to Utah's Castle Country,” says Hanna-Smith. She adds that the town’s diverse arts community sets it apart. “It has attracted artists that are known in prestigious galleries across the country.”

The Utah Office of Tourism is thrilled to see Central Utah’s rich history honored. “Culture and heritage tourism is a crucial component to our industry,” says managing director Leigh Von der Esch. “True West’s recognition of Helper shows everyone we not only passionately preserve our Old West history — we are also eager to share it.”

Entering its 54th year in circulation, True West magazine covers “true stories of Old West adventure, history, culture and preservation.”

This honor comes as the Utah Office of Tourism and the Utah Tourism Industry Coalition will host the 4th Annual Utah Tourism Conference at the College of Eastern Utah in Price, May 16-18, 2007. For more information, contact the Utah Office of Tourism at Council Hall, 300 N. State Street, Salt Lake City, Utah, 84114, (801) 538-1900 or (800) 200-1160.

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